IN THE CLAIMS:

The text of all pending claims are set forth below. Cancelled claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (previously presented), (cancelled), (withdrawn), or (new).

Please AMEND the claims in accordance with the following:

1. (Currently Amended) A purchase information collecting method for collecting information on a purchaser of one or more commodities using a network with a server apparatus, the method comprising:

receiving a first sales information, which identifies a deal of a first commodity, from a retail seller of the first commodity, wherein the first sales information is generated by the retail seller of the first commodity and identifies the retail seller of the first commodity and identifies a time and place at which the first commodity was sold by the retail seller of the first commodity;

storing the received first sales information in a first storing part;

receiving purchase information, which comprises personal information of a purchaser of a second commodity and a second sales information, from the purchaser of the second commodity, wherein where the second sales information is presented to the purchaser by generated by a retail seller of the second commodity when the second commodity is sold, and where the second sales information identifies the retail seller of the second commodity and identifies a time and place at which the second commodity was sold by the retail seller of the second commodity;

based on the retail sellers, times and places identified by the first sales information and the second sales information, judging whether the second sales information included in the received purchase information is stored in said first storing part; and

if the second sales information is stored in the first storing part, storing the received purchase information as valid purchase information in a second storing part.

2. (PREVIOUSLY PRESENTED) A purchase information collecting method

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according to claim 1, wherein the purchase information further comprises:

first information for identifying the seller of the second commodity;

second information for identifying a deal made by the seller of the second commodity; and

third information for identifying the second commodity.

3.   (PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 2, wherein the second information included in the purchase information indicates a time order of deals made by the seller of the second commodity identified with the first information.

4.   (PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 3, wherein the second information included in the purchase information further comprises information indicating a date of the deal.

5.   (PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 3, further comprising:

if the second sales information included in the received purchase information is not stored in said first storing part, extracting sales information containing the first information of the second sales information included in the purchase information from said first storing part; and

if the second information of the purchase information falls in a range from a minimum second information to a maximum second information that are contained in the extracted sales information, storing the purchase information as invalid purchase information in the second storing part.

6.   (PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 1, further comprising transmitting to a computer operated by the purchaser a screen data that makes a browser program executed in the computer display a screen containing an input area for inputting the purchase information and an item for inputting an instruction to submit the purchase information in the input area to said server apparatus.

7.   (CURRENTLY AMENDED) A purchase information collecting program causing a computer capable of communicating with other computers to perform processing comprising:

receiving a first sales information, which identifies a deal of a first commodity, from a

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retail seller of the first commodity, wherein the first sales information is generated by the retail seller of the first commodity and identifies the retail seller of the first commodity and identifies a time and place at which the first commodity was sold by the retail seller of the first commodity;

storing the received first sales information in a first storing part;

receiving purchase information, which comprises personal information of a purchaser of a second commodity and a second sales information, from the purchaser of the second commodity, ~~wherein~~ where the second sales information is ~~presented to the purchaser~~ generated by a retail seller of the second commodity when the second commodity is sold, and where the second sales information identifies the retail seller of the second commodity and identifies a time and place at which the second commodity was sold by the retail seller of the second commodity; and

~~storing,~~ when, based on the retail sellers, times and places identified by the first sales information and the second sales information, the second sales information included in the received purchase information is stored in said first storing part, storing the received purchase information as valid purchase information in a second storing part.

8.   (PREVIOUSLY PRESENTED) A purchase information collecting program according to claim 7, wherein the purchase information further comprises:

first information for identifying the seller of the second commodity;

second information for identifying a deal made by the seller of the second commodity; and

third information for identifying the second commodity.

9.   (PREVIOUSLY PRESENTED) A purchase information collecting program according to claim 8, wherein the second information included in the purchase information indicates a time order of deals made by the seller of the second commodity identified with the first information.

10.   (PREVIOUSLY PRESENTED) A purchase information collecting program according to claim 9, wherein said processing further comprises,

extracting, when the second sales information included in the received purchase information is not stored, sales information containing the first information of the purchase information from said first storing part;

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storing, if the second information of the purchase information falls in a range from a minimum second information to a maximum second information that are contained in the extracted sales information, the purchase information as invalid purchase information in the second storing part; and

storing, if the second information of the purchase information does not fall in the range, the purchase information as unidentified-validness purchase information in the second storing part.

11.   (CURRENTLY AMENDED) A purchase information collecting method for collecting a deal between a purchaser and a seller, comprising:

receiving from a retail seller first deal identifying information that identifies the retail seller of a first commodity and identifies a time and place at which the first commodity was sold by the retail seller of the first commodityfrom a seller;

storing the first deal identifying information in a first storing part;

receiving from a purchaser second deal identifying information and personal information, where the second deal identifying information was generated by a retail seller when selling a second commodity and was then inputted by the purchaser, and where the second deal identifying information identifies the retail seller of the second commodity and identifies a time and place at which the second commodity was sold by the retail seller of the second commodity from a purchaser; and

using the retail sellers, times and places identified by the first and second deal identifying information to compare comparing the second deal identifying information and the first deal identifying information stored in said first storing part.

12.   (PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 11, further comprising:

storing, when an equal comparison is made, the second deal identifying information and the personal information in a second storing part.

13.   (PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 11, further comprising,

judging, when an equal comparison is not made, whether the second deal identifying

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information falls in a range from a minimum identifying second information to a maximum second identifying information that are stored in the first storing part.

14.　　(PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 13, further comprising:

storing, when it is judged that the second deal identifying information falls in the range, the second deal identifying information together with an identifier for invalid information in a second storing part.

15.　　(PREVIOUSLY PRESENTED) A purchase information collecting method according to claim 13, further comprising:

storing, when it is judged that the second deal identifying information does not fall in the range, the second deal identifying information together with an identifier for information whose validness is not identified.

16.　　(CURRENTLY AMENDED) A purchase information collecting program causing a computer to perform processing comprising:

receiving from a retail seller first deal identifying information that identifies the retail seller of a first commodity and identifies a time and place at which the first commodity was sold by the retail seller of the first commodityfrom a seller;

storing the first deal identifying information in a first storing part;

receiving from a purchaser second deal identifying information and personal information, where the second deal identifying information was generated by a retail seller when selling a second commodity and was then inputted by the purchaser, and where the second deal identifying information identifies the retail seller of the second commodity and identifies a time and place at which the second commodity was sold by the retail seller of the second commodity from a purchaser; and

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using the retail sellers, times and places identified by the first and second deal identifying information to compare comparing the second deal identifying information and the first deal identifying information stored in said first storing part.

17. (CURRENTLY AMENDED) A purchase information collecting apparatus for collecting information on a deal between a purchaser and a seller, comprising:

a unit that receives from a retail seller first deal identifying information that identifies the retail seller of a first commodity and identifies a time and place at which the first commodity was sold by the retail seller of the first commodity from a seller;

a unit that stores the first deal identifying information in a first storing part;

a unit that receives from a purchaser second deal identifying information and personal information, where the second deal identifying information was generated by a retail seller when selling a second commodity and was then inputted by the purchaser, and where the second deal identifying information identifies the retail seller of the second commodity and identifies a time and place at which the second commodity was sold by the retail seller of the second commodity from a purchaser; and

a unit that uses the retail sellers, times and places identified by the first and second deal identifying information to compare compares the second deal identifying information and the first deal identifying information stored in said first storing part.

18. (PREVIOUSLY PRESENTED) A purchase information collecting program of claim 16, wherein the program causes the computer to perform processing further comprising:

if the second deal identifying information is stored in the first storing part, storing the second deal identifying information and the personal information in a second storing part.

19. (PREVIOUSLY PRESENTED) A purchase information collecting apparatus of claim 17, further comprising:

a unit that stores the second deal identifying information and the personal information in a second storing part if the second deal identifying information is stored in the first storing part.

20. (CURRENTLY AMENDED) A method performed by a computing system of a

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commodity seller to obtain from an end purchaser personal information of the end purchaser, where the end purchaser has purchased, from a retailer, a commodity of the commodity seller at a retailer's point-of-sale (POS) system that transacts retail sales to end purchasers of commodities that were previously purchased by the retailer from commodity sellers, the POS system generating corresponding electronic sale transactions, where an electronic sale transaction has information to allow identification of a time and place of the transaction and a commodity sold to an end purchaser and a commodity seller from who the retailer purchased the commodity sold, the method comprising:

at the computing system of the commodity seller, electronically receiving the electronic sales transactions corresponding to the commodities that the retailer previously purchased from the commodity seller, electronically receiving, from an end purchaser's terminal, transaction information and personal information of the end purchaser entered at the terminal, where the transaction information is related to a commodity of the commodity seller that the end purchaser purchased from the retailer with the retailer's POS system and includes a time and place of the corresponding transaction, and then the computing system of the commodity seller, based on the transaction information received from the end purchaser and a corresponding received electronic sale transaction of the commodity and based on the times and places thereof, storing the end purchaser's personal information and information relating the personal information to information about the commodity purchased by the end purchaser.